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Catalog Preview

We list herein a few of the many improved modern fruit and flower varieties which will crowd the pages of our 1942 General Catalog.

For 52 years the Armstrong Nurseries has been constantly searching out and developing improved fruits and ornamental plants. Last year we tested over 650 varieties of ornamental plants alone. Naturally, we have found some outstanding new kinds, some of which have made old standbys as antique as the horse and buggy. They usually require less attention than ordinary kinds, and yet give better results.

How to Get Our Big 1942 General Catalog. Each year the demand for our big General 78-page Catalog is so great that we are not able to fill all requests. In spite of the fact that our supply will be limited, we are very anxious that you get a copy if you will be making additions to your garden this year. The enclosed post card dropped into a mail box now will automatically bring you a copy in December as soon as it is off the press. Please verify the type-written address on the front of the post card.

Hundreds of Rare Plants Free

The Armstrong Nurseries is going to give away hundreds of rare plants to our customers (no one else is eligible) who participate in our mail comment survey. The winners will select their own prizes from the largest collection of rare fruit and ornamental plant varieties in the West. When you check in your answers to the few simple questions indicated on the enclosed post card, pencil a few comments on the bottom and drop the post card into the mail box, you have entered the contest and ordered your free copy of our 1942 big General Catalog. The prizes will be awarded on the basis of sincerity, frankness, simplicity and helpfulness. First Prize, \$50.00 in plants; Second Prize, \$35.00 in plants; Third Prize, \$25.00 in plants; and 30 \$5.00 plant prizes. A \$5.00 prize of plant material is a very substantial prize at Armstrong Nurseries, where \$5.00 buys many plants which often last a lifetime, giving constant pleasure and becoming more valuable as the years pass.

Look What \$5.00 Can Buy at Armstrongs (4 examples)

(1) **Armstrong Big Ten Rose Collection**, including 10 of the finest roses in the world, 2 husky Grape Vines, say one fruiting as early as June and the other as late as December.

(2) **One Pink - Fleshed Lemon**, gold marked foliage, pink juiced lemons all year, **one Calamondin**, bearing many lime-flavored miniature tangerines, **one Pineapple Guava**, silver and red flowers and fragrant delicious fruit, **one Prince Takamatsu Hibiscus**, gigantic scarlet flowers, **one Mystery Gardenia**. Armstrong's large, symmetrically flowered strain.

(3) **One Jumbo Persimmon**, non-puckery giant fruit, 1 **Edrano Avocado** which produces big, green, buttery fleshed fruit, 1 **Natal Plum**, fragrant flowers, glossy foliage, excellent fruit, 1 **Golden Blush Peach**, a yellow peach which bears every year in our climate.

(4) **One Camellia**, let us say the rare deep red Prof. C. S. Sargent, 1 giant-flowered **Azalea Rutherfordiana**, full of flower buds, 1 **Burford Holly** with berries on it, the new kind which has non-stickery, glossy foliage, stands the sun and always has berries.

Hybrid Azaleas

The new hybrid Rutherfordiana Azaleas take after their one parent, the Rhododendron, to the extent that their blooms are very large and their foliage evergreen, but unlike Rhododendrons in Southern California, they like the climate and every year produce a tremendous showing of blooms. Most of the varieties are quite double and no matter which of the many vivid, clear colors—fragrant whites, pinks, oranges, scarlets, lavenders and reds you select, you will be amazed at the show they will make on your north or east exposure during the late winter and spring. Some varieties bloom lightly a good portion of the year. You get all of the advantages of a Rhododendron and an Azalea rolled into one plant when you buy a Rutherfordiana Azalea and none of the faults. 6-inch pots, \$1.75 each.

Indian Azaleas

Those who have visited the Carolinas in the spring always remember being entranced by the famous azalea gardens. The star performers there are Indian Azaleas, with their spectacular double or semi-double blooms, 3 and 4 inches across. They like California just as well, and you are certain to be enthusiastic about the carefully selected, brilliant colored varieties which make up the Armstrong collection. They are spreading and evergreen. 6-inch pots, \$1.75 each.



Camellia Colonel Firey (much reduced in size)

How Are We Doing?

"The Customer is Right." Mr. J. S. Armstrong has consistently believed this for 52 years, during which period the Armstrong Nurseries has grown to be the biggest organization of its kind in the West—so big now that Mr. J. S. Armstrong and Mr. John A. Armstrong find it hard to personally talk to very many of you, our customers. They have decided on this mail arrangement as a good method of asking you for your opinion. What have you especially liked about the kind of plants and the kind of service we have been giving you, and what have you disliked or found unsatisfactory? They feel that you will welcome an opportunity to speak your mind frankly by writing a few plainly phrased sentences on the enclosed self-addressed post card.

Mr. J. S. and Mr. John A. Armstrong are going to express their thanks for the helpful comments they expect to receive by distributing valuable merchandise prizes. Read details at left.

Rutherfordiana Azalea variety L. J. Bobbink

Evergreen foliated new Azalea hybrid.

Armstrong Camellias

We are delighted that now you home planters have found that our most admired winter flowering shrub, the Camellia, is easy to grow. Mr. J. S. Armstrong personally supervises the growing of the Armstrong collection, which people from all over the world come to see. It includes an entrancing variety of bloom shades and shapes. Visitors are unanimous in declaring that we have better grown, sturdier plants and that they are priced far below what others ask.

Colonel Firey, with its rich crimson, symmetrically petalled blooms, sometimes 6 inches across, is a variety which everyone likes and connoisseurs place among the five finest varieties. See illustration above. \$2.75 each and up.

Fragrant Camellias. Yes, the brilliant scarlet blooms of **Emperor of Russia**, and the gigantic, informal, rose-pink flowers of **Kumasaka**, both have a characteristic pleasant fragrance.

Professor C. S. Sargent. More than 200 petals make up the large, bright scarlet, high-centered flowers. This is our deepest red and is very free blooming. \$2.25 up.

Marchioness of Exeter. Imagine about 6 to 8 beautiful clear pink carnations all rolled together into one huge Camellia flower and you know what Marchioness of Exeter looks like. \$2.25 up.



An Avocado for Your Location

Unless you live on a snowy mountain top or in the desert, Armstrong's have an avocado tree that will give you an abundance of rich buttery salad slices; also one of the most beautiful ornamental shade trees you can imagine. Our trained personnel will be glad to help you select the most desirable kind for your particular location. Below we list only a few of the outstanding varieties which make up our large selection.

Prices on Avocados

Each	Per 10
6 to 7 foot tree.....	\$3.25
5 to 6 foot tree.....	3.00
4 to 5 foot tree.....	2.75
3 to 4 foot tree.....	2.50
2 to 3 foot tree.....	2.25
Write for prices on 25 or more trees.	20.00
10 assorted at the 10-rate.	

Edranol. The slender, upright tree takes little room and produces heavily. The fruit is dark green, has a small pit and the buttery, fiberless, yellow flesh does not discolor readily after being cut. Ripens May to August. Has produced well wherever planted but likes it best within twenty miles or so of the coast and in the foothill areas. Stands 26°.

Cole Fuerte. Here is a strain of California's most popular Avocado, the thin-skinned, high quality green Fuerte, which seems to bear every year. This heavy bearing strain produces fruit with the same creamy-yellow, fine flavored flesh that has made the Fuerte so many friends. Bears from December to May. Stands 24°, and is best in coastal and foothill regions, but will grow well in all but the coldest Avocado areas.

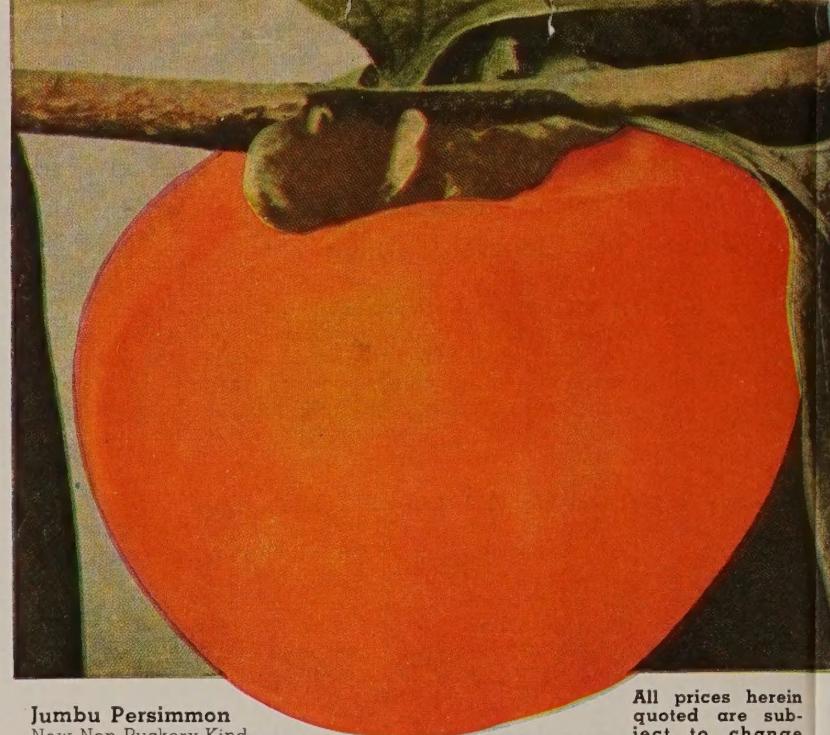
Ryan. Ryan is consistently probably the heaviest bearing summer Avocado. The quality of the fruit is good and the big spreading trees make beautiful shade tree specimens. Plant in the same area as Fuerte. Stands 25°.

Jalna. A new heavy bearing Mexican variety with green pear-shaped fruits of splendid quality. The trees bear very heavy crops, are spreading and symmetrical, and especially vigorous. Ripens in December and bears very young. Here is an Avocado that grows and bears well in all districts, including some colder areas. Stands 22°.

Duke. We recommend this splendid kind to you as being the finest Avocado for home planting in the colder interior districts. It produces an oval green fruit which looks like a small Fuerte. Duke will grow almost anywhere in the valleys of California, from the Northern end of the Sacramento Valley to the Mexican border. The tree is large, vigorous and beautifully foliated. Stands 20°. Fruits in September and October.

Hazzard. Our Research Department is very enthusiastic about this brand-new introduction which they feel has the finest flavor of all Avocados. The dark green pyriform fruits have small seeds and the smooth creamy flesh is stringless. They are a perfect commercial size and ripen in the early summer when you will most appreciate them. 28°.

Mexicola and Benedict. These two rugged varieties will perform under the most adverse conditions and invariably produce an abundance of well flavored fruit each year in locations where the climate is too severe for other varieties. 18-19°.



Jumbu Persimmon
New Non-Puckery Kind

All prices herein quoted are subject to change without notice.

Grapes All Year

Armstrong Grape Vines will provide crisp, fresh fruit, delicious juice or jelly from June to December. They are almost no trouble to grow and can be enjoyed in their variety of flavor over a longer season than any other deciduous fruit. Both shrub and climbing types are available in a long list of selected varieties, including Concords and new hybrids. Grape prices (most varieties): 1-yr. rooted vines, 25c each, \$2.00 per 10; Concords, 5c higher.

Persimmon

Jumbu Persimmon. This huge puck-erless variety appeals to all persimmon lovers. It can be eaten while crisp, like an apple, or allowed to become soft and then spooned. At Thanksgiving time, the foliage turns all of the brilliant russet hues of a real Down East autumn, and those big bright fruits (like that in the picture above) are hanging ready to make the tastiest pudding you can imagine. 4-6 ft. trees, \$1.50 each.

Seed-Free Healthful Citrus Juice All Year

Fresh fruits from your own trees, filled with rich juice containing a full quota of health-giving vitamins and never a seed, can be yours through all four seasons simply by planting the new improved, seedless Armstrong strains of time-proved varieties.

Improved Tangerine

Kara Mandarin. A hybrid between the Satsuma and the King Tangerines which has rich orange flesh, exceptionally sweet and tender. The juice is so sweet and rich in flavor that it can be diluted 50% with water and still be better than most citrus juices undiluted. Each year's heavy crop is picked as needed from February to April.

2-yr. trees \$2.75, 10 for \$25.00.

Seedless Valencia. Certain standard Valencia Orange strains produced by "bud selection" are an improvement over the older ones but the Armstrong Seedless Valencia stands unchallenged as the finest summer orange. Besides being a heavy producer of fine textured fruit with a thin rind and almost no pithy "rag," it is seedless. Imagine quantities of fresh vitamin-full summer orange juice and no seeds. Plant Pat. No. 124.

Armstrong Seedless Lemon is a De Luxe model not because of added features but because of an objectionable one removed. An ever-bearing Lemon identical to the famous high quality Eureka except that it is seedless. Enjoy lemonade minus floating seeds. Plant Pat. No. 342.

Robertson Navel. Plant a Robertson and you will get the maximum in quality and in number of oranges (no "June drop" because they size up so early). Robertson Navels bear more per tree and each tree takes up less room. Starts to bear the first season after planting and the fruit ripens well before Christmas, avoiding exposure to heavy winter frosts (hang on until June if you wish). You plant the best winter orange when you plant a tree labeled "Robertson Navel". Plant Pat. No. 126.

Prices on above three varieties:

1 yr. tree, \$2.50, \$20.00 per 10.
2 yr. tree, \$2.85, \$23.50 per 10.
Write for special price on 25.

Workman Navel new this year, the only summer navel orange. The big easy-peeling fruits full of delicious seedless orange segments on hot summer days are especially appetizing eaten out of hand or in salads. 1 yr. trees, \$3.00; 2 yr. trees, \$3.50.

Home Citrus Trio

Here is the ideal small home citrus planting:

1—Robertson Navel, best winter orange.

1—Seedless Valencia, finest summer kind.

1—Armstrong Seedless Lemon, the only everbearing, seedless lemon.

You can easily afford these best kinds at this low combination price of \$7.00 (an \$8.55 value). All three trees will be big husky 2-year-olds that will give quick results.



**Seedless Valencia
Orange.**

Peaches for Southern California

Early Elberta. Armstrong's have pioneered in the introduction of peaches adapted to our warm winter climate and which consistently bear heavy crops every year whether we have a cold or a warm winter. The new Early Elberta is another outstanding introduction. The good sized fruit has excellent quality, clear juicy yellow flesh and is ripe in mid-July. The home grower will find it ideal both to can and eat fresh and orchardists will profit from the higher prices it brings in the market. 65c each.

Golden Blush (Patented). If your peach preference is for a big perfectly shaped fruit with firm golden yellow flesh, yet full of juice, you are sure to enjoy the new Golden Blush. Especially adapted to Southern California, even in mild winters you are sure of a good crop. An excellent market or home variety. Ripens middle August. 90c per tree.

Babcock. Possibly your friend or neighbor has purchased a Babcock peach from Armstrong's and you have observed the tremendous number of juicy, medium-sized red-cheeked, fuzzless peaches. Those who like white peaches are enthusiastic about the juicy, sweet, white flesh. Bears mid-July. 65c per tree.

C. O. Smith. For home use this non-commercial variety, larger fruited than Babcock, is ideal. Every year it produces a large crop of richly flavored juicy white fleshed peaches that tempt even yellow fleshed peach enthusiasts. Late July. 65c per tree.

Flavorsome Sub-Tropical Fruits

Don't let the term "sub-tropical" scare you. Most of Southern California is in what is horticulturally known as a sub-tropical belt and unless you are in a quite cold section you can grow and enjoy on your own grounds the delicious sub-tropical fruit delicacies listed below as well as many others we had no space to tell you about here. They grow rapidly and require no more care than an orange tree or a common shrub.

Cherimoyas. When you have tasted a Cherimoya chilled and cut in half, in our opinion you have tasted the most delicious of sub-tropical fruits. The smooth white flesh has the consistency of ice cream. It is not difficult to grow these large heart shaped green fruit in your own yard and the evergreen foliage makes good shade. Cherimoyas will stand frost down to 25° and require about the same care as an orange tree. Our trees are all budded, large-fruited, named kinds. 3-5 ft. tree, \$3.25, \$30.00 per 10.

The Australian Nut (Macadamia). Imagine a 25 to 30 ft. rounded tree with long glossy holly-like evergreen foliage. In the spring, bronzy new shoots stand out like little bouquets all over the tree. The nuts hang in clusters like grapes. The highly polished, dark brown nuts contain a solid white kernel. The meat is very rich in oil and tastes like a delicately blended combination of brazil nut and cocoanut. A vigorous easy-to-grow shade and nut tree, hardy grown to 26°. 5 gal. 5-7 ft. tree, \$3.00; gal. \$1.25.

Chestnuts

Chestnuts. Have you ever eaten tasty, roasted chestnuts, or on a hot sunny day sat under the protecting shade of a chestnut tree? If you have you will be glad to know that the new French hybrids and the Chinese Chestnut do well here. Marron Combale and Marron Quercy both produce tremendous crops. Marron Quercy trees do not get quite so large. The Chinese Chestnuts have especially sweet meats. Marron Combale and Marron Quercy, 4-6 ft. tree, \$2.00. Chinese Chestnut, 6-8 ft. tree, \$1.75.

Almonds that Bear

Jordanolo Almond. Three things may prevent you from getting good crops of paper-shell almonds in Southern California: Our mild winters, lack of pollination, or inferior trees. To avoid all three, plant the new weather-resistant Jordanolo which bears best in mild winter climates producing every year an abundant crop of large, soft-shelled nuts. I.X.L. or Ne Plus Ultra, both excellent varieties, should be planted with Jordanolo as a pollinizer. 3-4 ft. tree, 75c.



Natal Plum

Fragrant Flowers,
Delicious Fruit.

New Red Apple

Valmore Apple. Most red apples do not grow well in Southern California but Valmore produces large quantities of magnificent, big, round, bright red fruits with a golden yellow glow that look as delicious as the sweet and juicy flesh tastes when eaten fresh or baked in a pie. Be sure you get a genuine Valmore with a tag bearing Plant Pat. No. 238. 4-6 ft. tree, 90c. Write for quantity quotation if interested in an orchard planting.

The Natal Plum

Carissa grandiflora. This is just one of the many beautiful sub-tropical fruiting ornamental plants that we would like to show you. The Natal Plum has beautiful large, polished, green leaves to which our color cut doesn't do justice. The big white blooms are sweetly fragrant and the Armstrong strain produces large scarlet fruit bigger than a date. You will like them both cooked (like cranberry sauce) and fresh. The 5 to 8 foot bush is equally at home on the seacoast or in desert heat. 5 gal. \$1.75; gal. 60c.

New Berries

Sugarsweet Strawberry. Big, bright red berries so sweet that you can eat them without sugar, just melting away in your mouth. This new non-acid strawberry is quite different. In stores people willingly paid almost twice as much per box for them and clamored for more. Imagine a berry so full of sweet strawberry flavor that there is no room left for even a little biting acid. 10 for 75c; 25 for \$1.50; 100 for \$4.50.

Sodus Purple Raspberry. Here is an amazingly vigorous new raspberry which produces sweet, richly flavored, purple berries as big around as a quarter. Even young plants bear heavy crops. The delightful aroma of the berries prepares you for something especially good and you are not disappointed. Out of hand, with sugar and cream, or in jam, we have never sampled a more satisfying berry flavor. 25c each, \$2.00 per 10, \$10.00 per 100.

A DeLuxe Lemon

Pink Fleshed Lemon. This is a sport model, but is practical too. The fruit has a green and white striped rind which conceals juicy pink flesh. The abundant pink juice has that good old lemon flavor. The gay foliage, striped and blended with green, pink and bronze, is most ornamental. Gal. bushy, \$1.00.

Mahan Pecan

Giant Paper-Shell
Shown Actual Size.



Eastern Black Walnuts

Have you ever tasted a richer, more satisfying nut flavor than genuine black walnut? Neither have we! It is remarkable how easily the plump rich kernels can be removed from the thin-shelled nuts, produced on the new Stabler and Thomas improved strains. Thomas makes the biggest tree, Stabler the largest nuts on a medium sized tree. They both bear when very young. Thomas 4-6 ft., \$2.25; Stabler 4-6 ft., \$2.50.



The Chief

Pink Wax Flower

"Cameo Red" Wax Flower. Imagine sprays composed of hundreds of exquisitely formed little cup-shaped blooms, pink and oxblood red, each bloom appearing to be carefully carved from rosy hued wax. Starting in January for four months this graceful Heather-foliaged 6-foot shrub will furnish you with beautiful sprays, which cut last many days indoors. This new highly colored variety blends beautifully with the light colored strain of Geraldton Wax Flower which has become so popular. \$1.25 each (blooming size) and up.

A Fast, Clean Hedge

Cupressus forbesii. "Tecate Cypress." 15-20 ft. You get quick results, 11 to 13 feet in thirty months, when you plant this beautifully foliated, healthy native Cypress which seems to be immune to the insect and fungus pests which make ordinary Monterey Cypress short-lived or unsightly. Gal., 75c; flats of 100 plants, \$5.00.

Fragrant Shrubs

Jasmine Grand Duke. 2-5 ft. 20°. This rare, semi-reclining shrub has double 2-inch, pure white flowers, like perfect many-petaled Gardenias, with a powerful and refreshing sweet perfume, the source of the exotic scent in Arabian Jasmine Tea. \$1.00 up.

Carpenteria californica. 6 ft. 15°. A dark green foliated plant often completely covered with white, single, Camellia-like flowers the size of a silver dollar and exquisitely perfumed. 75c up.

Viburnum odoratissimum. 6-8 ft. 10°. This handsome Chinese plant has broad 6-inch shiny leaves and fragrant white flowers, followed by red berries. 75c up.

Gardenia "Mystery." During the last several years this Gardenia has become the most popular variety in Southern California, largely because it has the biggest, glossiest and most luxuriant foliage and also has the biggest and most spectacular blooms. The Armstrong strain is distinctive in that the snowy white blooms, often 4 to 5 even 6 inches across, have symmetrically arranged petals. 5-gal., 1-2 ft., \$2.50; gal. 85c.

Hedychium gardnerianum. "South Sea Ginger Lily." 6 ft. 22°. The natives in the South Sea Islands use the exceedingly fragrant 9-inch golden-yellow, orange marked bloom heads of this tropical appearing plant for their leis. We also have the fragrant white one. 5 gal., \$2.50; gal., \$1.00.

The "Big Ten"

If you said to us, "I want a well balanced 10-plant rose garden, made up of the finest non-patented rose varieties you have," we would advise you to buy the "Big Ten." Every variety included is outstanding in its color. The bushes will be typical Armstrong rose plants, husky, and heavy-rooted, and soon will furnish you with many fragrant bouquets.

One each of the 10 varieties listed below (a \$7.45 each rate value) for \$4.95.

Condesa de Sastago. Scarlet, yellow.

Duquesa de Peneranda. Orange-apricot with coppery tones.

Etoile de Hollande. Brilliant red.

Golden Rapture. Rich yellow.

Jonkheer Mr. G. Sandberg. Clear bright shining shade of yellow.

Korovo. Rich salmon-pink.

Picture. Lovely warm pink.

Poinsettia. Dazzling red.

President Hoover. Pink, red, buff.

Southport. Vivid scarlet.

Real Orchids

Epidendrum O'Brienianum. "Everblooming Ground-Orchid." 3-6 ft. 27°. In Southern California it is easy to get on long 3 to 6 foot stems, the vivid, exotic blooms pictured. Once established you keep getting sprays of these delicately formed brilliant Orchids all during the year. Sun near coast, semi-shade inland. 6-inch pots, \$1.50.

Cymbidiums. You will have to see our display of the blooming plants to realize how beautiful they are. You can cut up to 40 corsage orchids from one spray, and they grow right out in the garden and stand cold down to 15°. Plants from \$5.00 up.

Terrestrial Orchid (Bletilla). This exquisite orchid gem is fully described and priced on page 6 of our Bulb Catalog.

Native "White Cloud"

Romneya "White Cloud." Giant Improved Matilija Poppy. 6 ft. 10°. If you treat this native right, which largely means planting it in the sun and not over watering it, you will get many crinkly white, crepe-paper-like blooms 8 inches across, so big they look like miniature white clouds floating on long stems above silvery foliage. The large leaves and gigantic flowers of our improved strain are far superior to the ordinary kind usually sold. Gal. 85c.

Our big 1942 Catalog will be sent to you only if you let us know by mailing the enclosed self-addressed post card that you will have need for it.

Rose Research in California

Armstrong Climbers

Gay Mood. The rich deep coral-flame colored buds and flowers make great splashes of color against the glossy foliage during both spring and summer. \$1.00 each.

Climbing Golden Rapture. We enthusiastically recommend our spectacular new find. The perfectly formed, full-petaled blooms are one clear shining shade of yellow which literally glows. Pat. app'd for. \$1.50 each.

Climbing Night. Our best deep red climbing rose because of its velvety textured crimson buds, shaded maroon and black, and its unique cinnamon-clove fragrance. Plant Pat. No. 439. \$1.25 each.

Climbing Hinrich Gaede. The brilliant orange-vermilion blooms of this climber can be relied upon to really put spring color into your garden and a few burningly beautiful flowers can be picked all through the summer and fall. Plant Pat. No. 244. \$1.00 each.

Captain Thomas. This big, bushy, 10 to 12 foot, almost mildew-proof climber, produces large, single yellow blooms in an abundance exceeding all others. Plant Pat. No. 393. \$1.00 each.

Red Orchid Shrub

Bauhinia Galpini. It is easy to realize that this showy 5 to 10 foot climbing shrub with its clusters of vivid brick-red flowers is closely related to the upright growing Orchid Tree. They have the same interesting heart-shaped leaves and delicately formed blooms which makes one think of Orchids. \$1.25 each.

Christmas Holly Berries

Holly Berries. Armstrong's grafted fertile strains of both the real English Holly, *Ilex aquifolium*, and the Chinese Holly, *Ilex cornuta*, as well as the Burford Holly, can be relied upon to produce berries at Christmas time whether or not they are planted in pairs or near other Hollies. \$1.00 up.

Pyracantha Graberi. "Graber's Firethorn." 8-10 ft. 5°. Even one plant of this finest of all the red-berried Pyracanthas will furnish you with many clusters of giant red berries as big as your two fists. Whether you leave them on the bush to decorate your yard or cut big sprays to bring inside (this doesn't hurt the plant), you will find them spectacular decorations. 85c up.

Epidendrum O'Brienianum, A Gorgeous Orchid

